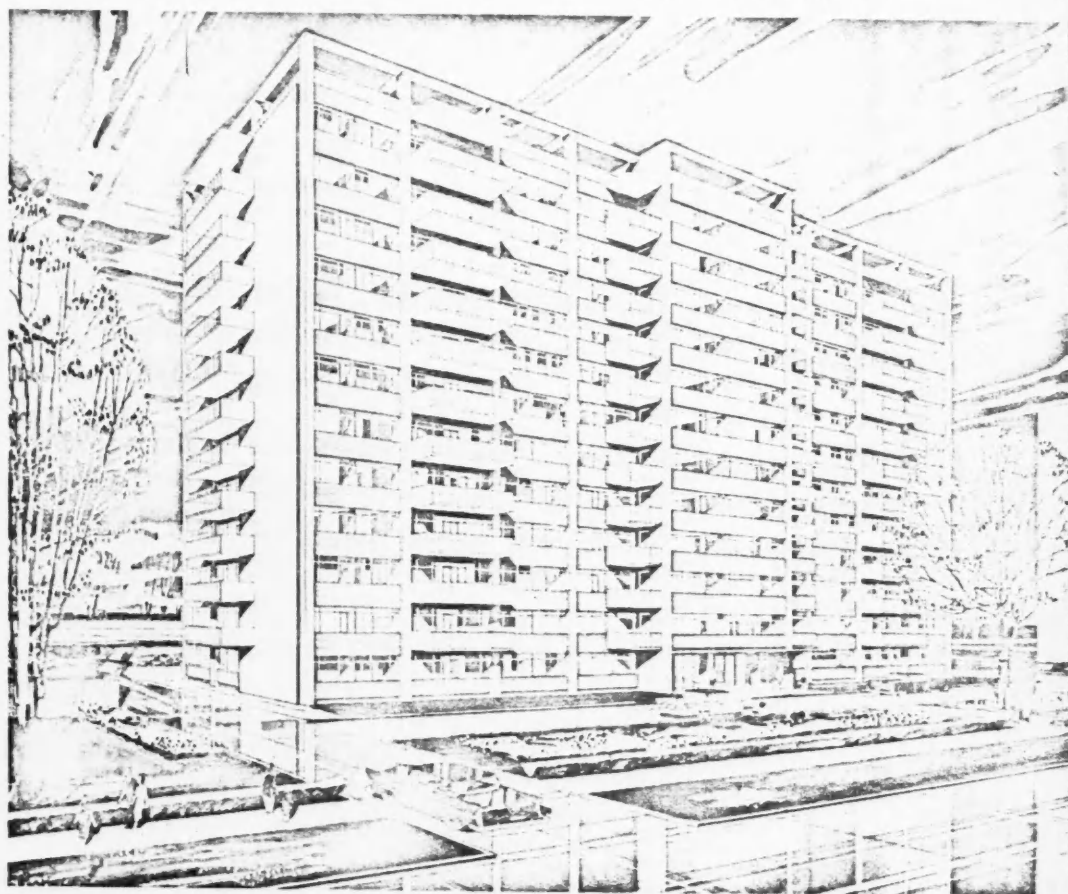


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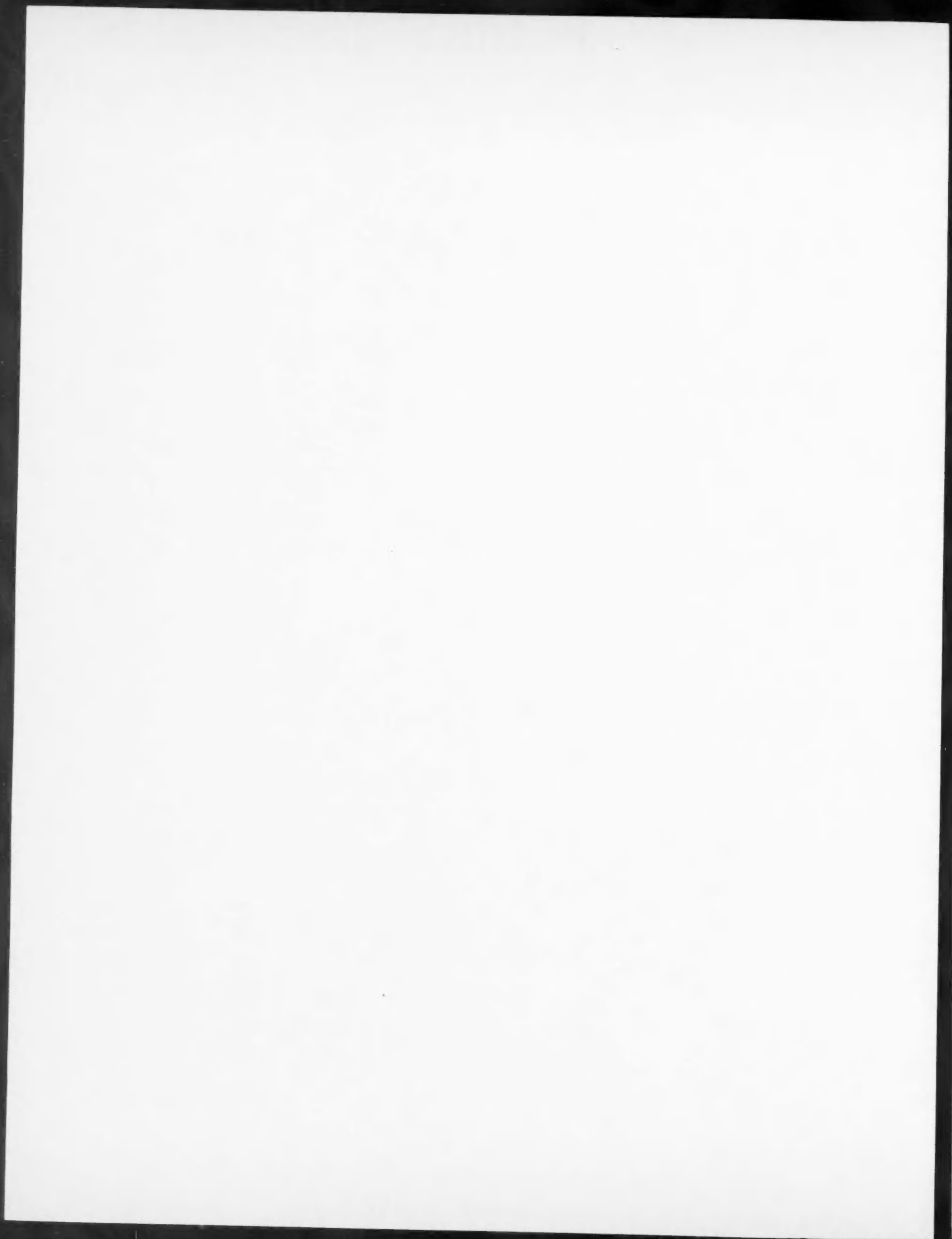
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**The Apartment Rental Picture Across Canada . . . page 4**



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"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."—Charles Dickens.

## First Birthday

Twelve months ago you received the first copy of the new Canadian Realtor. We sincerely hope you have found the magazine enjoyable and informative.

The first year is the worst year, and then you get used to it—or so they say. It's true the Realtor has had its ups and downs during the past year, but we like to think the ups have overshadowed the downs, and are sure that the downs are a thing of the past. Or perhaps, happy thought, they haven't been apparent to the general readership, but only to us who fuss and fume each month as deadline approaches.

This is a good time to review the objectives of our publication. These are to provide a medium of communication between members, at the local, provincial and national levels; to stimulate the progress of the real estate profession by means of this communication; to serve as an educational vehicle, and to disseminate news and views of all phases of real estate activity in Canada.

The editorial committee, directors and executive of the Association have endeavored to pursue these aims as closely as possible.

Let us remind you once more that this magazine belongs to you. We want to report news which is interesting to you, and therefore welcome your comments and criticisms.

Vol. 2

July, 1956

No. 7

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THE CANADIAN REALTOR is published monthly by Southam Printing Company Toronto, Telephone EM. 3-4021, 19 Duncan St. Editor—Isobel M. Thomas; Business Manager—George Collington; Advertising Manager—William J. Flynn.

Subscription rates: Canada, British Possessions and the United States of America—\$5.00 a year. Authorized as second class mail, Post Office Department, Ottawa.

# The Apartment Rental Picture Across Canada

Apartment vacancy boards, which had their first general airing in seven years last winter, are back into storage again before a new surge of demand for unfurnished rented accommodation.

Real estate investors and agents, after a somewhat worrying period of changeover from postwar shortage to competitive conditions, are resting easier.

And the surest symptom of health in the business is the spurt of apartment building in some of the main cities which has not yet caught up with 1955 levels but is tagging along close behind. For the first four months of this year, value of contracts awarded for apartment buildings across Canada was about \$54 million, just \$2 million short of the 1955 total for the same period.

But it is a demand with a difference. As apartment building last year began to catch up with demand, it looked as if most prospective tenants were hanging back waiting for rents to fall. But rents for the most part have dropped by no more than \$10 a month on average and for first-class, new accommodation have maintained late 1954 levels.

As against the situation a year ago, these are some of the new points noted by real estate agents:

- There is no lack of inquiries for vacant accommodation, but prospective tenants are being more selective, visiting more suites before they decide to sign a lease.
- They are demanding more in privileges and facilities for their money, and owners are meeting them halfway by way of free TV hookups, interior decoration and concessions with regard to children.
- Locality is an important factor. In the bigger cities, there appears to be a trend back to central areas or to suburbs within easy commuting reach of downtown.

## One Suite a Day

One of Toronto's major apartment management firms reported 200 inquiries for suites in a new apartment block in two weeks. In another case, a new apartment block of 90 suites was filled in nine weeks from the time the first advertisements appeared. On the average, with a new apartment block in a good locality, the agent estimates that letting is running at the rate of one suite per day.

Apartment blocks up to five years old in good localities also renting well though not as speedily as new buildings. An important factor appears to be the way in which the owner has kept the property up in maintenance and repair.

The darkest clouds on the real estate horizon hang over apartment buildings dating before 1950, where the owner has not kept it in good repair, or where the locality has deteriorated.

Several agencies report that funds from the U.S. and Europe are flowing in for investment in apartments at a higher than ever level, and Canadian investors are showing increasing readiness to put their money into this type of property. There is a marked increase in the number of small investors who are clubbing together to make joint purchases of new apartment blocks.

Allowing for a three per cent to five per cent vacancy rate, it's reckoned that average return is in the region of 11 per cent per annum, rising to 14 per cent where the locality is right and abnormal contingencies do not arise.

In co-operation with the Canadian Association of Real Estate Boards, The Post checked with affiliate boards and other agencies across Canada on the apartment situation from the realtors' point of view. These are summaries of the reactions from representative centres:

## Vancouver

From the letting point of view, this is one of the brightest spots in the country for apartment renting. The rapid population and industrial growth has kept apartment building lagging behind, although this year builders appear to be making effort to catch up. Tendency is to provide blocks of from four to eight suites and in the first five months of this year permits for apartment building

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estimated to be worth \$5 million have been issued.

Rents are lower than in the eastern centres of Toronto and Montreal, and average out at about \$75 for a first-class bachelor suite, from \$75 to \$110 for modern one-bedroom suites, and \$95 to \$125 for two-bedrooms.

### Calgary

Apartment building continues to speed forward this year, but there is still a tendency toward the smaller blocks of suites. In the first five months of last year, 22 apartment buildings at an estimated cost of well over \$1.5 million went up. This year, the apartment tally on permits is 19, with a paper value of just under \$1 million.

One reason for the trend towards smaller blocks could be the predominance of home owners in the city, even more pronounced here than in other Canadian cities. At the last count, Executive Secretary W. Frank Johns of Calgary Real Estate Board Co-operative Ltd. states, there were 36,781 houses within the city limits as against 480 apartment buildings with more than four suites. Rents have unchanged for the past year, ranging from \$75 for a bachelor or one-bedroom suite to \$100 for two bedrooms.

### Winnipeg

Demand for apartments in Winnipeg continues at a steady level and has varied little over the past year. Building of apartment blocks has lagged somewhat and some realtors feel that there is a large, unsatisfied demand in the city for top-class accommodation of this kind in good localities.

But here, as in several other western cities, private homeowners with suites to rent offer competition on a formidable scale.

Rents vary widely according to class and locality of accommodation. For a bachelor suite, the rent can range from \$50 up to near \$90. For one-bedroom accommodation it will go from \$65 to \$95 (the latter including broadloom), and for two bedrooms from \$75 to \$110. Three-bedroom accommodation at \$125 is top-flight.

### Toronto

The demand for apartments has sparked up in the last few months and with it there has been a marked increase in the building rate. In the

city, 25 permits for apartment building, representing over \$14 million, have been granted over the past six months as compared with 21 permits with a price tag of just under \$9 million in the same period last year.

But the position is definitely more competitive than it was a year ago, prospective tenants are more selective of accommodation and there is a trend to apartments within easy reach of the central area.

Rents have varied only slightly over the past year, with slight reductions occurring mostly in the suburban areas. For modern suites, rents vary considerably according to locality and facilities. It's estimated that rents for bachelor suites range from \$90 to \$120, for one-bedroom suites from \$110 to \$140 and for two-bedrooms from \$115 to \$200.

### Montreal

Fewer apartment buildings are under construction now than last year and renting is somewhat more difficult. Rents on average range from \$65 to \$110 for a bachelor suite, \$80 to \$150 for one bedroom, and \$95 to about \$200 for two bedrooms. More aid is being sought from renting agencies by owners.

This is how the representative of one of the largest real estate firms in the city sees the position:

"Generally speaking, while renting is more difficult this year than last, the overall renting picture is good. The high rentals obtained over the past few years by some buildings in secondary locations have recently had to be reduced.

"But increases are still expected in some cases presently subject to rent control, particularly well-located older buildings. This indicates that we are going through a period of leveling of rents."

### Halifax

Family suites are in very short supply, Raymond L. Kaizer of the Halifax-Dartmouth Real Estate Board informs The Post. The number of small suites available is catching up with demand and, generally, good units find tenants. But older accommodation needs the vacancy board frequently.

Here again rents have remained unchanged over the year, averaging \$80 for a bachelor suite, \$100 for a one-bedroom apartment and \$115 for two bedrooms.

—From The Financial Post

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## Lady Realtor Heads First Year C.I.R. Correspondence Course Students

It is indeed a pleasure for me, and a red letter day for Canadian Real Estate, to announce the names of the students who have successfully completed the First Year of the C.I.R. Correspondence Course.

Although the Canadian Institute of Realtors has not yet attained its first official birthday, it represents many years of research and work by many people engaged in our business. For many years organized real estate in Canada has directed much of its efforts toward the goal of professionalization and many realtors from coast to coast have worked hard in an effort to establish an educational standard which will, in some degree, lead to that important goal. I know that the many who have worked so hard towards this will be pleased to note the progress that has been made toward its attainment.

It is difficult to pay tribute to all those who have worked so hard to make this correspondence course a reality. However, much of the credit must go to P. S. Bedford of Toronto, chairman of the Education Committee, and the members of that committee, Murray Bosley of Toronto and P. J. Harvey of Brantford. They have met almost weekly since the inception of the idea of presenting a correspondence course for Canadian real estate people. They will continue to meet frequently as it will be necessary to prepare the course material for the second and third years, although the former is now near completion.

It is indeed a privilege and a pleasure on behalf of the Canadian Institute of Realtors and organized real estate in Canada that I extend heartiest congratulations to those who have successfully completed the first year of the correspondence course. They are truly pioneers in professionalism.

J. H. Weber,  
President—Canadian Institute of Realtors.



### FIRST

Miss D. Jean McLean

Average — 86%

Miss McLean is the only lady director of the Ottawa Real Estate Board. She was born in St. Thomas, Ontario, and obtained her B.A. from the University of Western Ontario. Coming to Ottawa in 1949, she managed a real estate and insurance firm, then went into business for herself in 1951, where she now has a sales staff of four.

Miss McLean is a Member of the Appraisal Institute of Canada and has taken the Institute's courses Nos. 1 and 2.

### SECOND

K. S. Raven

Average — 84%

Mr. Raven was born in Toronto in 1925 and moved to Kingston in 1940. He served with the R.C.A.F. for three years and entered the real estate business with his father in 1948. Secretary-treasurer of the Kingston Real Estate Board for three years, he is a member of the Kiwanis Club of Kingston and the Kingston Ad & Sales Club, of which he has been a director for three years.







**THIRD**  
**John Fraser**  
**Average — 83%**

Mr. Fraser was born in Ottawa and has been employed with Toronto General Trusts Corporation for 21 years, with 4½ years out for service in the Army. He is presently manager of the mortgage and real estate department for his firm, and has taken the Appraisal Institute's courses Nos. 1 and 2.

Miss D. J. McLean, lady realtor from Ottawa, had the highest average mark in the first year correspondence course results. Miss McLean proved there is something in that popular saying "never underestimate the power of a woman" by obtaining an average of 86 per cent in the final examinations.

K. S. Raven of Kingston placed second with an average of 84 per cent and John Fraser of Ottawa was third with 83 per cent.

### Scholarship Awarded

The Executive Committee of the C.I.R. felt that the efforts of the top three students should be awarded in some manner, and have granted free tuition to each for the second year of the course. (Tuition is \$100.00 per year per student.)

### Certificate to All Successful Students

All students who have successfully completed the first year will receive an attractive certificate recognizing their academic efforts. The certificate will be awarded by the Institute and the University of Toronto, and will contain an official seal representing each year successfully completed by the student. The certificate will convey to the public the educational qualifications of the individual.

### Examination Results as issued by the Extension Department of the University of Toronto for the 1st year Canadian Institute of Realtors Correspondence Course.

#### HONORS — 75 - 100

##### (Students' names appear in alphabetical order)

Anderton, L. W., Courtenay, B.C.; Andrews, D. C., Saskatoon, Sask.; Baily, B. D., Westmount, P.Q.; Fraser, J., Billings Bridge, Ontario; Gibbons, E. B., S. Burnaby, B.C.; Hawkins, J., W. Vancouver, B.C.; Hill, R. F., Willowdale, Ontario; Kimberley, A. S., Beamsville, Ontario; McFarlane, F. N., Ottawa, Ontario; McLean, D. Jean, Ottawa, Ont.; Newman, A. H., Ottawa, Ontario; Parrett, A. R., Toronto, Ontario; Raven, K. S., Kingston, Ontario; Sayko, P. B., Edmonton, Alberta; Tate, B. M., Westmount, P.Q.; Winterhalt, J. H., Dorval, P.Q.

#### PASS — 50 - 75

##### (Students' names appear in alphabetical order)

Atkinson, E. F., Ottawa, Ontario; Boland, G. L., Toronto, Ontario; Carruthers, G. R., Toronto, Ontario; Dowling, T. W., Hamilton, Ontario; Dussault, J. E., Hull, P.Q.; Elliott, T., Ottawa, Ontario; Fear, R. A., Niagara Falls, Ontario; Flatt, C. M., Hamilton, Ontario; Francis, J. W., Montreal, P.Q.; Hardy, S. E., Lindsay, Ontario; Hay, D. A., Kamloops, B.C.; Hendrie, H. S., Aldershot, Ontario; Joseph, H., Westmount, P.Q.; Karp, B., Ottawa, Ontario;

Kent, H. S., Calgary, Alberta; Kirk, L. E., Victoria, B.C.; Leaney, D. P., Winnipeg, Man.; Loftus, S. B., Toronto, Ontario; McNicoll, J. L., Montreal, P.Q.; McQueen, W. C., Vancouver, B.C.; Mercer, J. S., Toronto, Ontario; Mitchell, E. A., Brampton, Ontario; Reutter, C. F., Montreal, P.Q.; Sergautis, B., Toronto, Ontario; Sigouin, C., Ottawa, Ontario; Smith, L. L., Peterborough, Ontario; Spenceley, H., Hamilton, Ontario; Treit, G. O., Vancouver, B.C.; Whynacht, C. F., Halifax, N.S.; Whyte, G. D. D., Montreal, P.Q.; Wickett, L. O., Saskatoon, Sask.; Zupo, L. J., North Bay, Ontario.

### PASS — (Subjects shown in brackets will have to be re written.)

#### (Supplemental examinations will be written in May of 1957.)

Armstrong, S., Montreal, P.Q., (Acctg.); Baxter, R. G., St. Lambert, P.Q., (Econ.); Carson, E. J., Windsor, Ontario, (Acctg.); Friend, W. R., Winnipeg, Manitoba, (Acctg., Econ.); Hitchcox, W. D., Burlington, Ontario, (Acctg.); Kubis, J., Kingsville, Ontario, (Acctg.); Miziolek, M., Toronto, Ontario, (Acctg., Econ.); Perlman, L. A., Toronto, Ontario, (Acctg.); Rolland, A. V. (Miss), Toronto, (Acctg., Law, Econ.); Shaw, D. (Miss), Merritton, Ontario, (Econ.); Suchowersky, C. N., Edmonton, Alta., (Acctg., Econ.); Thrasher, I. W., Windsor, Ontario, (Acctg.); Wright, T. D., Kirkland Lake, Ontario, (Econ.).

### How to Join the Coronary Club

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- 3) Take the brief case home on the evenings when you do not go to the office. This provides an opportunity to review completely all the troubles and worries of the day.
- 4) Never say "no" to a request; always say "yes".
- 5) Accept all invitations to banquets, committees, etc.
- 6) Do not eat a restful, relaxing meal. Always plan a conference for the meal hour.
- 7) Fishing and hunting are a waste of time and money. You never bring back enough fish or game to justify the expense anyway.
- 8) It's a poor policy to take all the vacation time which is provided to you.
- 9) Golf, bowling, pool, billiards, cards, gardening, etc., are a waste of time.
- 10) Never delegate responsibility to others. Carry the entire load at all times.
- 11) If your work calls for travelling, work all day and drive all night to make your appointment for the next morning.

Continuing movement of population toward urban centres is a sure indication that the regional and district shopping centre will play a still more important part in Canadian retailing, according to the man behind some of Canada's largest shopping centre developments.

# Why Shopping Centres Will Grow

Canada's population increase over the next 10 years is estimated at 30 per cent, said Angus McClaskey, M.B.E., president of Canadian Equity and Development Co. Ltd., and its two subsidiaries, Don Mills Developments Ltd., Toronto and Greater Hamilton Shopping Centre Ltd., at a session of the Association of Canadian Advertisers in Toronto. This, he said, is one of the influences behind the rapid growth of shopping centres. The other two principal factors, Mr. McClaskey said, are the automobile and the increase in spendable income.

Purchasing power is on the way up, and the average taxable family income in urban centres is now about \$3,500 and that's about 20 per cent higher than other areas.

"Our rate of population increase is higher than in the U.S. and among the highest in the free world," he said. "Towns are growing at twice the rate of the rest of Canada." He gave the average net population increase for the 15 principal cities as six per cent and anticipated that, before many more years are through, seven out of 10 of the population will live in urban areas.

## Busting Out All Over

Toronto, he said, has been expanding at the rate of eight square miles a year since 1947. Annual expansion rates for Vancouver, Winnipeg and

Montreal during the coming years are estimated at three, two and five square miles respectively. "During the next 25 years we will probably see, altogether, a further 900 square miles under development. Every increase of 7,000 people to the population represents one square mile of urban development."

The automobile is a vital key to shopping centre business, Mr. McClaskey indicated. Currently, car ownership in urban areas is in the ratio of one to every four people, "and it won't be long before it's one to three." Heavy traffic and parking problems discourage the suburban resident from going downtown to shop for daily needs. "Distance to the downtown centres can no longer be measured in miles; nowadays the measure is time.

## Downtown Not Doomed

"Some people say that downtown shopping is doomed. I disagree with that," said Mr. McClaskey. "The downtown shops will always be in a strong competitive position." The tendency, he said, is for people to go to their local shopping centres for convenience goods—day-to-day purchase of food, hardware and services, and to the downtown store for special shopping — home furnishings, clothes, specialties.

Half the working corps is in the centre of the cities, where the stores offer the advantages of a wide selection of competitive merchandise, so those downtown businesses reap the benefit of extensive walk-in trade.

Defining the two categories of shopping centres, neighborhood and regional, Mr. McClaskey said that the smaller ones, the neighborhood centres, are usually grouped around a supermarket. "The corner store has always been a traditional part of our lives, and we continue to have it —but now it has a parking lot!"

Regional centres, usually grouped around a department store, aim to provide all the downtown shopping facilities without the disadvantages. "Though, originally, shopping centres were set up in competition with downtown operation, the way things are shaping up now they have more to fear from each other than from downtown stores.

## Market Place Atmosphere

"Advantages of suburban shopping centres," said Mr. McClaskey, "are the market-square atmosphere they help to create, family shopping made possible by them, night opening, more parking space, and more leisurely shopping (an important point when you consider that 40 percent of purchases are on impulse)."

Mr. McClaskey believes there's a great future for the big centres, provided that the trading areas in which they're located are large enough, that there are one or two department stores and a full range of specialty shops. In the case of the smaller centres, specialty shops would probably not attain the required volume of business.

## No-Competition Clause Bad

One tendency which disturbs Mr. McClaskey is that many store owners won't sign a lease in a shopping centre unless there's a no-competition clause. "That's bad," said Mr. McClaskey. "The customer wants to be able to compare prices and merchandise."

Shopping centres must meet competitive advertising and promotion, and not let up after an initial opening spree, Mr. McClaskey advises. He added a word of caution: "Build them big or build them small, but don't build too many, or the tape will be stretched pretty thin."

—The Canadian Grocer Magazine

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# How The Shopping Pattern Is Changing

At a meeting of the American Marketing Association in Montreal, Morgan Reid, assistant vice-president of Simpsons-Sears Ltd., outlined the growth, format and potential of shopping centres.

Here is a condensation of his talk.

Many shopping centres being built today are not the result of carefully planned analysis and, like any other good thing, can be overdone. A regional shopping centre with a large department store and one or more supermarkets as its primary traffic producers for the other satellite stores is restricted to cities of over 200,000 population. In the majority of these cities there is only room for one large regional centre. Where a small retail centre is built in competition, it is unlikely to do well. Most consumer expenditure studies have tended to confirm this by a shopping formula called Reilly's Law of Retail Gravitation.

This affirms that the drawing power of a shopping area is related directly to its size, and inversely to a square of its distance from the customer's place of residence.

Within the regional centre the department store and supermarket are the large traffic producers and are usually so located as to create a customer flow past the other retail units. Experience has also shown both in Canada and the United States that stores selling similar merchandise

should be located close together so as to facilitate comparison shopping. It is also most interesting to note that there is growing evidence not only in the U.S. but in Canada that, where competitive retail facilities are located in a shopping centre, those stores individually tend to do better than where they have a monopoly location. It is also important in plot planning to separate service facilities from customer parking.

Site service costs in a regional shopping centre represent a heavy input to the total capital expenditure. Consequently, it is more important to plan construction which meets the merchandising and customer needs of retail shopping without unnecessary embellishment. Sunken and air-conditioned walls, underground receiving, ramped roof parking are in most, if not all cases, quite unnecessary. They add to the total capital cost. When this exceeds by any significant amount the cost for comparable retail facilities built in downtown areas or elsewhere, it becomes most difficult to write realistic leases or do your mortgage financing.

Indeed, I have seen some shopping centre plans which appear to be a

cross between a World's Fair layout and a dream set for a Hollywood epic. Remember, the primary purpose of a shopping centre is to sell goods and services with the convenience of one-stop shopping, not to win gold medals from the avant-garde architectural magazines. This, of course, still means that good architectural planning and homogeneity in construction should be employed.

Adequate parking is vital and the previous belief that one square foot of gross building area required three feet of car park is now being revised by experience to a one-to-five ratio. This is the optimum which is not always obtainable.

Parking should be arranged where possible so that no customer has to walk more than 450 to 500 feet from her car to the nearest store. Similarly, internal road layouts should be so planned as to prevent fast-moving traffic or short cuts from adjacent city streets.

I have already mentioned that competitive stores tend to do better than exclusive units—and so produce

*Continued on page 13*



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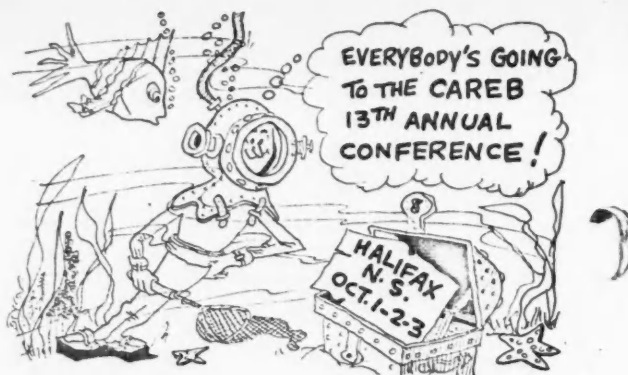
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# Conference Report

See Complete Program on Opposite Page



Our Conference program is being completed further in advance of conference date than was true of former years. So we are happy to include the complete line-up of activities, as it stands now, in this issue.

Speakers in addition to those reported last month have been confirmed; among them are Vincent Rother, well known Montreal planning expert, and E. N. Rhodes, partner in one of Ottawa's realty firms, who will speak on building a real estate business.

P. A. Seagrove will head the panel on co-op, and R. A. Davis will moderate the round table on appraisal.

The convention committee, under Chairman J. Stuart Roy, has done an outstanding job organizing the conference and, with Halifax-Dartmouth Board President Abe Sheffman, extends a warm welcome to fellow realtors from coast to coast to attend this 13th Annual Conference of the Canadian Association of Real Estate Boards.



R. A. Davis,  
M.A.I., A.U.A.

Chairman: Appraisal Round Table

Mr. Davis is a real estate broker, insurance agent, appraiser and lecturer with 10 years experience in these and related fields. He is an appraiser for corporations, private clients, insurance and trust companies, and has appraised for federal government expropriations.

He completed the A.I.R.E.A. real estate appraisal courses at M.I.T. in 1951, is past president of the Brantford Realtors Association, and director of the Hamilton chapter of the Appraisal Institute of Canada. There are probably few better-qualified men in the profession to lead this most important meeting. Effective appraisal methods form one of the most important aspects of a realtor's education in his profession, and are growing in importance yearly as our whole economy expands. This round

table gives everyone an opportunity to increase his capacity as a professional realtor.



P. A. Seagrove

Moderator: Co-op Panel

Phil Seagrove is more closely identified with co-operative real estate selling in Canada than any other man. It is probably largely due to him that the system has spread with the rapidity, and enjoyed the success it has during recent years, for his conviction that it is the only sound basis for future real estate prosperity is contagious. And he can back up his conviction with facts, for co-op will account for an estimated \$225 million in gross sales during this year. Mr. Seagrove's home Board of Hamilton's sales have increased from \$3 a year to \$3 a month since co-op was instituted.

Phil Seagrove is well-known among

his colleagues as a man with a great sense of the responsibility the realtor has to the public at large, as well as to his own customers. It would not be inaccurate to say that he embodies the integrity and devotion to ideals which are the spirit of the Realtor's Code of Ethics.



E. N. Rhodes

Topic: Ways of Building A Real Estate Business

As a partner on one of Canada's most efficiently diversified realty firms, Mr. Rhodes is well-qualified to speak on his chosen topic. His company is one of the largest in the capital, and covers all phases of real estate operation. It handles considerable property management, in addition to acting as a mortgage loan correspondent for the Investment Syndicate of Canada.





Vincent Rother,  
B. Sc., A.R.I.B.A., M.R.A.I.C.  
Topic: "Town Planning"

Mr. Rother was born in Montreal

and studied at McGill, M.I.T., the School of Planning and Research and the Architectural Association, both at London, England. He was on the staff of the School of Planning and Research for two years before the war and two afterwards. He has been on the faculty of the McGill University School of Architecture since 1953.

Mr. Rother's forte, and that of his firm — Rother/Bland/Trudeau — is town planning. Some of the work being carried out by the firm includes a new city hall for Ottawa, extension to the town of Deep River for Atomic Energy of Canada Ltd., acting

as consultants to Central Mortgage and Housing Corporation, consulting town planning to the towns of Brockville and Beaconsfield, architectural work for Webb & Knapp (Canada), and many industrial, office and institutional buildings. Members of the firm have acted as consultant town planners to a number of the larger centres in Canada and to the United Nations Organization with regard to housing.

Mr. Rother's activities include membership in the National Industrial Design Council and the Architectural Control Committee, City of Montreal Planning Department.

## Conference Program

### SATURDAY, SEPTEMBER 29, 1956

1:00 p.m. Registration Desk Opens  
Golf

### SUNDAY, SEPTEMBER 30

9:00 a.m. Church Services  
10:00 a.m. Joint Meeting of Eastern & Western Executive Committees  
12:00 noon Registration  
1:30 p.m. to Meeting—Directors of C.A.R.E.B.  
5:00 p.m.  
1:30 p.m. to Golf—Bus Tour  
5:00 p.m.  
6:30 p.m. Past Presidents' Dinner  
8:30 p.m. Informal Reception

### MONDAY, OCTOBER 1

8:30 a.m. Board Organization Session  
Moderators—Murray Bosley  
P. J. Harvey  
Registration  
9:30 a.m. Opening Session  
Chairman—Stuart Roy  
Call to Order—Stuart Roy, Conference Chairman  
Invocation  
Welcome to Conference—R. A. Patterson, President, C.A.R.E.B.  
Welcome to Halifax—Leonard Kitz, Mayor of Halifax  
10:00 a.m. Speaker—Harrison L. Todd, Camden, N. J.  
Subject—T.N.T. (To-day, Not Tomorrow)  
11:15 a.m. President's Address  
R. A. Patterson, President, C.A.R.E.B.  
12:15 p.m. Luncheon  
Chairman: J. S. Stevenson  
Speaker—D. Leo Dolan  
Subject—Know Canada Better  
2:00 p.m. Business Session  
Panel—Co-operative Listing  
Moderator—P. A. Seagrove  
4:15 p.m. to "Canada Reports"  
5:00 p.m. Reports of Regional Vice-Presidents  
Chairman—J. S. Stevenson, Vice-President, C.A.R.E.B.  
H. R. Fullerton (B.C.)  
Aubrey Edwards (Alta.)  
Don Koyl (Sask.)  
Andrew Turpie (Man.)  
P. J. Harvey (Ont.)  
Geo. Couillard (Que.)  
John F. Ritcey (N.B.)  
J. H. Roy (N.S.)  
Executive Secretary's Report—H. W. Follows  
6:00 p.m. Reception

7:00 p.m.

Dinner  
Speaker—Premier of Nova Scotia, Hon. Henry D. Hicks

### TUESDAY, OCTOBER 2

8:30 a.m. Registration  
8:30 a.m. to Round Table Sessions  
10:00 a.m. Subject  
1) Listing  
2) Advertising  
3) Appraisal  
4) Industrial & Commercial Selling  
5) Selling Residential Real Estate  
10:15 a.m. Business Session:  
Chairman—Bert Katz  
Speaker—P. J. Harvey  
Subject—The Suspect—The Prospect—The Sale  
12:15 p.m. Luncheon  
Chairman—Murray Bosley  
Speaker—L. Glickman  
Subject—What I Look For In My Investments  
2:30 p.m. to Business Session  
4:30 p.m. Chairman—R. Lemire  
Speaker—G. Clarence Elliott  
Subject—Why is Money Tight?  
4:30 p.m. Report of the Resolutions Committee  
Chairman—C. A. Fitzsimmons  
Amendment to the Constitution and By-Laws  
Chairman—L. K. Johnston  
7:00 p.m. Entertainment, dancing, floor show, etc.

### WEDNESDAY, OCTOBER 3

8:30 a.m. Registration  
8:30 a.m. to Round Table Sessions  
10:00 a.m. Subject  
1) Listing  
2) Advertising  
3) Appraisal  
4) Industrial & Commercial  
5) Selling Residential  
10:15 a.m. Business Session  
Chairman—Georges Couillard  
Speaker—Economist  
11:30 a.m. Election of Officers  
R. A. Patterson, Chairman  
12:15 p.m. Luncheon  
Chairman—D. H. Koyl  
Speaker—E. N. Rhodes  
Subject—Ways of Building a Real Estate Business

Continued Over

- 2:00 p.m. Business Session  
Chairman—E. J. Oliver  
Speaker—Vincent Rother, B.Sc., A.R.I.B.A., M.R.A.I.C.  
Subject—Town Planning
- 4:30 p.m. Unfinished Business  
Chairman—R. A. Patterson
- 6:00 p.m. Reception
- 7:00 p.m. Final Banquet  
Chairman—R. A. Patterson, President, C.A.R.E.B.  
Installation of Officers—By a Past President  
Speaker—President Elect  
Adjournment

## The Conference City

Most historians concede that the peninsula on which Halifax stands was visited briefly many times before the city was founded by Hon. Edward Cornwallis in 1749. Some feel sure that John Cabot saw the harbor as early as 1498, while Portuguese and Spanish ships undoubtedly caught a glimpse of the "Great Harbor" on their early voyages. In 1746 the port was temporarily occupied by a French armada.

In the 207 years since the founding, Halifax has grown from an unpretentious fishing and trading post to one of the world's major ports. She has always been closely connected with the military forces, and for many years has been the chief military and naval base on this side of the Atlantic.

### Places and Things to See

- The Willow Tree, at the junction of Bell Road and the beginning of the Trans-Canada Highway, downtown. The tree stands alone in the midst of busy traffic, a relic of the old days when it served as a gallows.
- King's College, established in 1799. The Mother of Education in Canada, King's was the first university in the Empire, outside the British Isles, to be given a royal charter.
- Dalhousie University, built with funds collected in Maine by the British in 1814.



A sight to bring joy to any sailing fan's heart is this bay near Halifax.



The Old Town Clock, built in 1803 by Queen Victoria's father for the town of Halifax, still stands watch over Halifax harbor.

- St. Mary's University, under Jesuit jurisdiction, dates from 1839.
- Government House, built nearly 150 years ago, is one of the oldest executive mansions in North America. It is the official residence of the Lieutenant Governor of the province.
- St. Mary's Basilica, one of the oldest stone edifices in Canada, has the highest granite spire in the world. This was the site of Horseman's Fort, the South Gate of the Halifax Palisade in the early days.
- Our Lady of Sorrows chapel was completely built in one day by a combined force of 2,000 workers. They began their task after service at St. Mary's one day nearly 100 years ago. The chapel contains wood carvings taken from a Flemish church in 1550, and a stained glass window dating back to 1661.
- Public Gardens—17 acres of peaceful parkland, ponds and flowers—all in the midst of the busy city.
- The Citadel, a fine naval and military fortress built for defence but never used—proving its effectiveness in keeping off the invader. It is now a museum housing relics of Nova Scotia's past.
- The Old Town Clock was built by the Duke of Kent, father of Queen Victoria, in 1803. It has kept time ever since for the residents of Halifax.
- Admiralty House, on the grounds at Stadacona Naval Barracks, was the official residence of the Admiral of the Fleet when British ships were operating from Halifax. The frescoed ceiling in one of its rooms is said to be the finest example of its type in North America.
- Province House, reputed to be one of the best examples of Georgian Architecture on the continent, was completed in 1819. The main entrance contains two ancient lamps from Waterloo Bridge in London, England; a brace of cannon used in the naval duel between the Chesapeake and Shannon stand at the north end of the building.
- St. Paul's Church, The Westminster Abbey of the New World, dates back to the founding of Halifax in 1749, and is the oldest Protestant Church in Canada.
- The Memorial Tower at The Dingle. The tower was erected in 1908 to commemorate the beginnings of parliamentary government in Canada in 1758, when the first general elections were held in Nova Scotia. From its top is obtained a grand view of the city. The Dingle is the whimsical name given to a charming area just on

the city limits—here are grassy slopes and lawns leading down to beach and calm waters.

### Real Maritime Welcome in Store

A hint of the pleasures in store for delegates and their wives at the C.A.R.E.B. convention in Halifax is given by A. Sheffman, president of the Halifax-Dartmouth Board:

"Nova Scotia is a particularly lovely province in the early fall, and delegates will be delighted with the old-world charm of our beautiful and historic city.

"Down in Nova Scotia, 'Canada's Ocean Playground',

realtors from our inland provinces will appreciate the salt sea breezes, and will be delighted with the seafoods which will be featured on our menus.

"There will be plenty of opportunity for you to see Canada's finest harbor—one of the three best natural harbors in the world—and from historic Citadel Hill one can see the entire city and watch the ships as they enter and depart.

"All Nova Scotia realtors are looking forward to your coming, and assure you that both the business program and the social events will be up to your highest expectations."

### Shopping Centre

*Continued from page 9*

more traffic for the centre as a whole. Also, regional centres which draw a substantial portion of their traffic from long distances will retain customers longer if they have adequate restaurant facilities. This is important because experience has shown that the trading area of a well-balanced regional centre in Canada extends miles farther than was anticipated.

Such operations at The Centre in Hamilton or Carlingwood in Ottawa are attracting shopping traffic from areas well beyond the borders of the cities in which they are located. A survey made by Greater Hamilton Shopping Centre Ltd. showed that in the test period more than 40 per cent of the incoming traffic originated outside the city limits. Indeed, in this case a significant number of cars came from cities as far as St. Catharines, Fort Erie and West Toronto.

In regional centres it is also apparent that higher than usual advertising costs should be anticipated during the first year in which the pull to the shopping centre is being built up. It should be remembered that the regional centre is attempting to reshape consumer buying habits—never an easy objective. Special promotions on a continuous basis, with a bit of "circus" atmosphere, pay off in shopping centre operations. One of the problems facing the regional centre is the high concentration of its sales in the last three days of the week, and here special promotions help to some extent to build up sales in the low traffic days.

### Family Shopping

Night shopping—or, more correctly, extended hours of shopping—is closely associated with the effective operation of a shopping centre. The special appeal of a shopping centre is to the family group. In many cases it is only possible for the husband, wife

and children to make a shopping expedition in the evening. Recent surveys by Gruneau Research Limited, as well as the Gallup Poll, show conclusively that more than two thirds of the buying public want one night a week (until 9 pm) in which to do their shopping. It is an interesting fact that in Ontario an even higher percentage of consumers in the smaller cities and towns wish one evening to do their family buying.

Extended hours of shopping, of course, do not mean that employees work additional time, since staff schedules are usually adjusted to retain the same work hours as before. It seems to me that with the trend to shopping centre development, combined with the five-day work week, there is good reason for reconsideration by the provinces of their legislation, so that the public's wishes for one-night shopping can be fulfilled. Such legislation would not require a retailer to remain open, but it would permit him to do so.

At the moment, a somewhat chaotic situation exists in Ontario, as it does in other provinces. In some cities and towns no night shopping is permitted, while in other adjacent municipalities it is possible. In addition, some classes of stores may be permitted to remain open while others are required to close. This confusion would be solved if one night opening per week (until 9 pm) for retail stores were permitted on a province-wide basis.

I can foresee a future retail pattern where, if the problems inherited from the ox-cart days are dealt with effectively by municipal authorities, the downtown area will continue to grow along with the subsidiary shopping centres on the outskirts of our cities. Shopping centres themselves will undoubtedly change in character. We may see the day when drive-in buying (purchases from the car) will be possible for some kinds of convenience goods. Automatic vending ma-

chines, combined with prepackaging, may find their places in the shopping centres—but probably on a most limited scale.

### Never Full Automation

Whatever the future may hold, one thing is quite sure—full "automation" will never come to the retail industry. It will continue to be one of the largest sources of employment in Canada. Consumer buying is essentially a personal business. You cannot mass-produce the myriad decisions of 16 million customers today, or 25 million in 1980. The great gamble of retailing will still be to give the lady what she wants.

—The Canadian Grocer Magazine

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# Greater Interest and Participation Cited as Keys to Association Growth

Because you are here today you have indicated that you do not choose to be ordinary people. In Canada it is your right to be uncommon. Because you are here, you are seeking opportunity, not security. Because you are here, you are shunning being humbled and dulled as kept citizens; you prefer the element of risk, with the dreams that go with that risk and a chance to build yourselves. Perhaps you may fail but certainly eventually you will succeed, and achieve the resultant thrill of fulfillment. Your heritage as Canadians is to be independent, to think and act for yourselves—but never forget there is a vast difference between being a lone wolf, and being independent by seizing the best and making use of the best of the knowledge of others.

## Be Active Watchdogs

The Saskatchewan Real Estate Association is here especially for the good of the public and for your own as well. If you don't take an active interest in your Licensing Act eventually others will. Here at this meeting is presented the ideal opportunity for you as an individual to have a collective influence on your own behalf. Our Licensing Act passed in 1953 has proven to be a tremendous stride in the right direction and if you don't think this Act works, get off in a corner with any member of the Saskatoon Real Estate Board and find out just how efficient it is. I suspect perhaps you haven't used it properly. None of us pretends that it is a perfect Act, but you are sitting in a conference today that provides you with the opportunity to be a watchdog. If you want changes, talk to those members appointed to the Legislative and Resolutions Committees. Let them know your views. They want to hear from you.

There are many reasons why the Saskatchewan Real Estate Association must be strong. Certainly the opportunity to be a consultant to our government on our Licensing Act and give them a solid front of suggestions is one of the principal ones, for if we don't create a strong Association among the real estate people of Saskatchewan chaos can result.



**Don Koyl**

regional vice-president to the C.A.R.E.B. for Saskatchewan, made the keynote speech at the recent S.R.E.A. convention in Saskatoon. His message, while directed primarily at his Saskatchewan colleagues, could well be noted by realtors everywhere.

## Read B.C. Norris Report

If you want some interesting reading on a province that recently ran into trouble, get hold of the Norris Report which was a commission type of inquiry into British Columbia's real estate problems. There are some suggestions before your Legislation and Resolutions Committees today that are taken from the suggestions made by that commission, as well as others sent in by brokers in this province—add to them, tear them apart, but be sure that your voice has been heard.

We here in Saskatchewan have a wonderful future. At last in our history things are breaking our way. The development of the industries and natural resources brings us to a point in our history when our future is brightest.

Across Canada we are just entering on a period of our greatest expansion. Our political climate under any major party in Canada gives us an atmosphere conducive to further progress. Our people come from hard-working backgrounds. Our natural resources are immense. We have ample area to support a greatly increased population from either natural birth or immigration. Think what this means to you as a realtor in Canada.

More than a hundred thousand newly produced homes are available each year. We still have the great cushion of rehabilitation and conversion of the older home. Able realtors are needed to fill the substantial new neighborhoods being developed. The changing character and spreading out of our cities gives you responsibility as a citizen. You, as a person with knowledge of real estate and its uses, must become the guide for this new trend in your area.

Don't ever think the downtown of your city or town is doomed. We are at last having the inevitable loosening up and spreading out that had to come. Are you as a citizen taking an interest in municipal problems such as zoning, parking and traffic?

## Planning for Industrial Development

Industrial development needs your thought. Never fear that it won't follow that we will get industry. But think of how many unplanned cities you have driven through in the United States and Canada where housing has crowded out expanding industry. Integrated thinking, and as a result integrated cities, will make for convenient, attractive and happy living in any community.

Get active in your Provincial Association, because the time is coming when you will find it necessary to become a professional if you are to survive in this growing country.

The Canadian Association of Real Estate Boards is aiming at a professional status for our business. A three year University course began last fall on a correspondence basis through the University of Toronto. Through it you can attain the degree of Associate in the Canadian Institute of Realtors. The one hundred going into the second year may seem few but 10 years from now public acceptance of the real estate degree will be a reality. The course is the result of study of many such degrees as the C.A., C.L.U. and C.P.A.

Every person present today should be a realtor. Learn what it is to be a realtor. To obtain the use of that word, realtor, it is necessary to

*Continued on page 25*





J. I. STEWART

Your Appraisal Editor, J. I. Stewart is a graduate of Toronto University and Osgoode Law School. He has studied Business Administration and Appraisal. Mr. Stewart is Appraisal manager at Shortill & Hodgkins Ltd., Toronto.

## APPRAISAL SECTION

### For What It's Worth

# Preparing Appraisal Reports

Much has been written about the formal setup of an appraisal report and the purpose of this article is not so much to cover that phase of the matter as it is to explain some of the practical methods which the writer has found assist in the mechanical preparation of reports. Anyone who has compiled fairly comprehensive reports on any subject will realize that there is a great deal of preliminary work entailed and that much drafting of material must be done before the finished product is produced. The following paragraphs deal with some of the main matters which come to mind.

#### Stenographic Help

Everything possible should be done to assist your stenographer to produce good copy and we have found that the best way to ensure this is to try to "feed" drafted material to our girls in as near to the desired finished form as possible. It is very easy when writing out certain material to make short cuts which you yourself understand, but remember that your girl can only type what you give her and cannot read your mental processes if they have not been reduced to writing.

Another way in which you can be of great help is to keep your drafted material flowing to the girls; it is a temptation (and a bad habit) to try to get the whole report drafted out before having it typed; this means that the stenographer cannot get on with the reproduction of the work until you have finished the draft and this almost inevitably leads to a great rush at the last minute to meet a deadline; you can hardly expect a good finished product under such circumstances.

The final report must not only contain adequate and accurate data, analyses and estimates, but it should look like a professional compilation. The only person who can help you turn out a professional report is your stenographer and the writer has found that his work is reduced in quantity and improved in quality through the efforts of his stenographic staff. Perhaps some day an article will be written for the Realtor as a tribute to all the girls who do stenographic work and contribute to making the practice of real estate such a vital vocation; until that time the writer would like to pay such tribute to his own staff without whose efforts it would be impossible to produce either the quantity or quality of work we are now handling.

#### Pro formas

The writer has developed (with the help of his co-workers) a series of mimeographed forms and sheets on which appear certain basic material which is used in most of our reports; blank spaces are left into which

can be put the data gathered in each individual appraisal. This saves a great deal of writing and also it results in drafts being made available to the stenographers in legible form and, as a general rule, in ample time for typing.

We have, for example, the following drafts among others:

- Table of Contents
- Qualifications of the Appraisers
- Purpose of the Appraisal
- Highest and Best Use of the Property
- Letter of Transmittal
- Statement of Contingent Conditions

Another type of form which we have found very helpful is one which is used for analysing comparative sales

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and rentals. On it one line is devoted to each comparable property and the following are the actual "working" columns:

1	2	3	4	5	6	7
Area Land, Bldg.	Price or Rental	Rental or Price per Front Ft.	Rental or Price per Square Ft.	Price or Rental per Room	Assess- ment	Relationship Sales Price to Assessment

We also have a pro forma for processing income by either the Building Residual Technique or the Land Residual Technique and these too save much writing; another advantage of them is that as the operating expenses of a property are listed on it, there is no chance of omitting any such item from the computations.

### Appendices

We have found that in reporting to our clients we must consider and weigh many things; the best way to be sure you have so considered and weighed is to write it out and have it typed. However, we believe that while, say, an analysis of the neighborhood is important to the appraiser, it may appear superfluous to the client.

For these and other reasons, we follow the practice of including most supporting information as appendices to our report. This makes available this material for the client who wishes to read it, but does not interrupt the flow of the appraisal through the value estimates.

The use of appendices has another advantage in that if a report has to be retyped, say for use in court, much less cutting and piecing together is required.

### Number of Copies

Our office typically follows the practice of preparing two copies of each report for our clients, with a file copy. If the appraisal is being prepared in connection with an expropriation we generally prepare three copies for our

clients and two file copies. This often does away with the need to retype reports for use in court.

In connection with court appearances, it is the opinion of the writer that a comprehensive and attractive report which is filed as an exhibit can help effectively in the presentation of the appraiser's evidence. It should also be kept in mind that, at least in Ontario, all courts and judicial bodies are extremely busy and that judgments and awards may not be handed down for weeks or even months after the actual hearing of evidence; the report in the hands of an arbitrator or judge makes readily available to him the evidence of the appraiser. It goes without saying that if a copy of the report is filed with the court, a spare copy should also be made available to lawyers for both parties.

One further point with regard to the use of reports at an arbitration is that having filed such material, the appraiser is exposed to cross examination on everything contained in it. The writer has been subject to some very heavy cross examination, much of which was aimed not at his estimates of value but rather at supporting information in the report. This points a valuable lesson which is that all superfluous material should be eliminated from the report prior to filing. However, the writer is still of the opinion that in the initial report to a client, as much supporting data as is felt desirable should be included; we include quite a lot of such while some appraisers include practically none. Probably some in-between course is the best general solution; also, of course, if the appraiser is reporting to a client for whom he has done considerable work, a great deal can be omitted from the report without detracting from its value to the client.

It is interesting to note that by including considerable information in our reports we have almost eliminated the need to have meetings with our clients to explain our estimates and also we have greatly reduced the number of supplementary reports and letters required to make the reports usable for particular purposes by our clients. Our experience has indicated that if a thorough job is done in the first instance, no further work is required in over 90 per cent of the appraisals carried out.

It is hoped that these comments will be of help to all appraisers and realtors in the preparation of their reports; certainly without such shortcuts as are mentioned herein, the writer would be unable to appraise and report on the large number of important properties for which he is retained.

The most precious thing anyone can have is the good will of others. It is something as fragile as an orchid, and as beautiful. It is more precious than a gold nugget, and as hard to find. It is as powerful as a great turbine, and as hard to build. It is as wonderful as youth, and as hard to keep. It is an intangible something, this good will of others, yet more to be desired than much gold. It is the measure of a man's success and determines his usefulness in this life.

A decrepit horse was being offered to the highest bidder. An old farmer watched as a young man in riding garb bid for the animal. When the sale was completed, he turned to the young fellow.

"Tell me," he said, "What on earth are you going to do with that nag?"

"Oh," replied the cocky young sportsman, "I'm going to race him."

The farmer looked at the animal again and drawled, "Well, you'll win."

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# Government Not Worried About Housing Starts Total, Mortgage Money Supply

On the record to date no one in the government is going to worry about the housing program for quite a while yet.

The annual rate of starts reached in the second quarter of this year was just over 120,000. That's less than the first quarter rate of 134,000 and a sharp reduction from the annual rate of 155,000 which was reached at the peak of last fall.

But it's a rate which satisfies the informed as being fully up to the country's urgent needs and perhaps about as high as we can go in view of the other tremendous demands on the construction industry.

The government isn't anxious about this summer's activity. It would be worried if it foresaw a sharp drop off in the fall, because that would curtail the carry-over into next year. And, without striving to catch last year's record, Ottawa is concerned to maintain a good program next year as well as this year.

This is the situation which the authorities will be watching. But it is still hoped that it will not be necessary for Central Mortgage & Housing Corp. to get into the business of mortgage lending any more directly. This is up to the lending institutions, including the chartered banks.

## Volume of New Mortgages

Clearest official figures available show applications to CMHC for undertakings to insure new mortgages under the National Housing Act. Currently these applications are running about 1,600 a week. This is about 20 per cent below the level of a year ago. It is not considered a significant drop, in view of the overall economic situation; and there has so far been no sign that lending institutions are suddenly clamping down on new commitments.

Speaking broadly, the latest evidence suggests that the new housing starts will be maintained through July and August at the same sort of rate as in the first half of the year. Since they are coupled with a high

rate of completions, it is still considered a very good overall program.

Confirmation of this view is found in the comparison between the rate of housing completions and the rate of new family formations. Last year three new houses were completed for every two new families. The proportion is expected to be slightly higher this year.

The current campaign of the House-Builders' Association for easier money is attributed here mainly to three factors: the smaller, new builders; the chartered banks, and the shortage of serviced land.

## Selective Lending

1) When the demand for new credit from all sources outruns what can prudently be made available, it is stated, then the lenders—both banks and others—have to become selective. The firm with the greatest experience and the biggest investment tends to be favored above the smaller firm which is relatively new to the field.

This is, in part, what is believed to have happened. Some of the little builders, many of whom have got into the field only in the last couple of years, are the ones who are really feeling the pinch. Public Works Minister Winters appeared to be thinking of them when he told the House of Commons: "Government-guaranteed loans are not available as of right to everybody who asks for them. It is a matter of the banks and lending institutions awarding credit on the same selective basis as applies for other industrial and commercial activities."

2) One or two of the chartered banks are believed to have contributed to the complaints about shortage of mortgage funds by announcing with various degrees of publicity that they would undertake no more mortgage lending. In fact, funds from the banks have never dried up altogether. The Banks of Montreal has led the way, it is understood, in maintaining a consistent policy.

Government quarters now believes—and certainly hope—that most of the banks are getting back into the mortgage business "on the same selective basis as applies to other industrial and commercial activities." No government authority asks for more than that.

3) The shortage of serviced land is known to be a serious handicap to new starts in many centres. Responsibility for this lies primarily with the local authorities, which have many onerous capital requirements to meet. It is acknowledged here that some of the requirements may have to be deferred: that is the result of the huge capital expansion program Canada has undertaken. There is no reason why housing should be penalized more than anything else; but, equally, Ottawa does not feel bound to favor it over other important projects.

—The Financial Post

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Titled "The Breaking-In Period of Your New Home", this article was published in booklet form by Wilf. Webb, London realtor, for distribution to his clients. It is felt by the editors that such a good public relations gesture will be of interest to other realtors.

# A House's 'Shake-Down Cruise'

When a new navy ship is launched, its first trip on the water is called a shakedown cruise. On this journey the ship is put through her paces and defects here and there are brought to light; things break and drop off, sags and cracks develop—then the ship returns to port for a check-up and reconditioning. A new house is a lot like a ship—it needs a shakedown cruise, a breaking-in period during which it settles down to the business of being a home.

Your new home is built from approximately 3,200 component parts. It is the job of the builder to assemble these parts into a sturdy, efficient structure for living. He has to build from these parts, many of them changeable with every change of the weather, a house that actually becomes a permanent part of the ground on which it stands—and ground changes constantly, depending upon soil conditions, temperature and moisture extremes.

Take your foundation walls, for instance. If you have foundations of poured concrete, it is important to remember that concrete expands with summer heat, contracts with winter cold. This, plus the natural shrinkage

that takes place when concrete sets, inevitably causes some cracking. No matter how thick the foundation walls, or how solid the ground underneath, these cracks occur, and there is no economical way to prevent them. These minor cracks can be filled easily if they detract from appearance. Otherwise, they are unimportant, and they have no effect on structural strength.

The effect of weather on concrete walks and driveways is even more severe. Exposed from temperatures all the way from below zero in the winter to above 90° F. in summer, exterior concrete work is subject to much pushing, pulling and twisting by Mother Nature. In addition, frost penetrating the ground raises the concrete in winter, often to the point of changing the course of surface drainage. With warmer weather the slab generally returns to its normal position, although the heaving may cause cracks to develop.

## Lumber and Millwork

The structural lumber in your house includes the joists, studding, rafters, beams. These members have all been selected of sizes and grade that provide a large factor of safety over and beyond that which is necessary to carry the load for which they are intended. Shrinkage in all wood is inevitable. The frame of your house has been designed so that this shrinkage may be as nearly even as possible and so that your house will "settle" evenly. This shrinkage in the framing lumber explains why certain molding, trim and quarter rounds seem to move or work out of their original fitted positions. The shrinkage of the wood also causes the joints in the woodwork to open, doors to warp and cracks to appear in plaster—particularly around door openings, plastered arches and stair wells. Shrinkage, which occurs even in kiln-dried wood, can be minimized by keeping the heat at a reasonable 70° F., particularly during the first year—instead of running a very high temperature which will tend to dry the house out too quickly and to twist, split and pull the lumber and millwork. By keeping the temperature at 70 degrees during the first heating season a more uniform drying-out process is obtained.

Shrinkage in wood occurs across the grain and not lengthwise. The degree of shrinkage cannot be predetermined, but it can safely be said that the joists will usually shrink more than any other structural members. As these various members shrink they pull other materials that are fastened to them out of their original position, causing joints to open up, baseboards and floor moldings to pull away from their original position, doors to bind, and plaster cracks to appear. After the first or second heating season these effects can easily be adjusted.

In the case of a binding door be patient (unless the door jams badly)—don't be too quick to plane. Wait for dry weather, when your door has dried to normal. The builder, in supplying a properly manufactured door—

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properly mortised and tenoned and with standard stiles—has done everything possible to insure that you have a good door. Twisting or warping are beyond his control and can happen to any door. Cracks at joints can be filled readily and when the house is redecorated you will have no difficulty in covering them so that they are no longer noticeable.

Exterior doors are more subject to severe conditions with heat inside and cold outside. Outside doors have a tendency to twist or pull toward the heat, with the lock holding. No matter what manufacturer makes the door, the same problems appear and they are obviously beyond the control of the builder. You can protect your outside doors against extreme winter temperatures by adding storm doors.

### Plaster or Wallboard

Since the plaster or wallboard in your home is placed over wood, it is subject to various reactions due to atmospheric conditions. The average homeowner thinks that cracks in plaster represent defects in the home. This is not true. It was the custom years ago never to paint the plastered or dry-wall surfaces of a home until after two curing seasons, which meant two winters. Then the cracks were filled, and the walls were usually covered with wallpaper. Today, we do not have the large cracks that were formerly prevalent, because lumber is better treated. We use gypsum lath under the plaster instead of wood lath and we use metal corners. This method prevents a large amount of the shrinkage.

Water is used in mixing plaster. A great deal of this moisture is necessarily absorbed by the best kiln-dried lumber. The outside surface of the plaster dries out quickly, but the moisture in the lumber behind the plaster takes many months to dry out; when it does, the shrinkage in the wood takes place, which cause plaster cracks.

### Tiling

Another effect of wood shrinkage will often be noticed in the bathroom—a separation between the tub and wall tile and between the floor tile and the tub. This may easily be remedied by filling the crack, after maximum separation has taken place, with white cement inexpensively procured at any hardware store.

### Hardwood Floors

The hardwood floors in your home are good kiln-dried wood but will shrink some and cause the joints between the boards to separate. If you have wood floors it is well to keep in mind to never clean them with soap and water. This is highly important because soap and water will injure both the finish and the wood, and sometimes even cause the floor to buckle.

Dry cleaning with one of the new waterless, wax-base cleaners is the modern way to clean and preserve the natural beauty of your floors. Waxing is a very important step in keeping a floor clean and beautiful.

### Linoleum or Tile Floors

The less washing the better. Take that as your general rule for the care of linoleum, asphalt tile and rubber tile, and those materials will give you much better service than if washed too frequently. Instead of scrubbing frequently, wipe up spilled things immediately, before they can become sticky; and sweep or dry-mop the floor once a day. If your floor was soiled while it was being installed, simply wipe it with a wrung-out mop and give it one thin coat of wax. Do not give a brand-new floor a complete

washing until it has been in service at least a few days. A limited number of times, however, or when exceptional soiling has occurred, it is desirable to give your floor a thorough washing.

To prevent heavy furniture or furniture with pointed feet from denting your floor, use furniture rests on all pieces. Avoid ball-type rests or rests that are not wide and perfectly flat on the bottom.

### Windows

Windows may be weather-stripped, but the cold glass will set up a current of cool air which will move through the room. Very often this current of cool air may appear to be coming from the outside and cause the occupants to believe there is leakage around the windows. Actually it is coming from the chilling of the air against the window, which then sets up a cold air current. Air in motion feels cooler, as in the case of an electric fan which does not cool the air but sets it in motion. Storm sash for all windows will tend to minimize this condition.

### Condensation

Possibly the greatest disturbing phenomenon that occurs in a new house is condensation. It causes many to believe moisture is seeping through cellar walls, that the basement is leaking, that plumbing and piping are leaking, that water is coming through the windows. Actually, none of these is true.

Condensation is caused by warm, moist air coming in contact with a cold surface. It will take place wherever the warm, moist air inside the house comes in contact with a colder surface, i.e., windows, cellar walls and exposed piping. The condensation on windows takes place

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usually in the winter and can often be stopped by the application of storm windows.

The condensation on the cellar wall is often mistaken for a water condition in the basement. A perfectly dry cellar can have wet walls and floor from condensation of the moisture in the air upon the cold walls of the basement. These walls are colder than the air because they are up against the earth, which has a much lower temperature than the air in the basement. Proper ventilation or use of a dehumidifier minimizes condensation in basements during the summer months.

Condensation is at its maximum in new houses. When your house was built, a couple of tons of water went into it — into the concrete, the cement, the plaster, the wall-paper paste, the tile work, and even some types of paint. This water has to come out of the new house by evaporation, which consequently develops air of higher moisture content than is normal. See that ventilation is provided whenever possible to bring this normal drying-out process to its conclusion as steadily as possible. Do not try to accelerate the process by creating extremely high heating temperatures during winter; it will only lead to an uneven drying which will exaggerate the effects of normal shrinkage.

#### Plumbing

Your plumbing should give you little or no trouble. After a short time you may find that the faucets of some fixtures drip or the toilet tank does not operate properly. This requires only a minor adjustment—such as the removal of minute chips from the cutting of the tubing or pipe which get into the lines of every new house during construction, or the replacement of a washer. Care should

be exercised in closing the faucets. These should be closed just hard enough to shut off the flow of water.

#### Heating

Since there is a wide variety of heating systems, methods and installations, it is impossible to offer specific suggestions for the operation and care of your particular heating system. Immediately upon taking title to your home you should learn everything possible about the system installed in your home. You should obtain this information from the builder of your home as well as from the instruction booklets that manufacturers of the heating equipment provide. Learn how your system operates, how it functions at maximum efficiency, what kind of fuel to use and whom to call for service when such service is required.

With all types of automatic heating systems there is an occasional failure of controls, which does not mean there is anything essentially wrong with the system—usually a simple adjustment is all that is required. Unless you are fully informed on how these adjustments are made, it is best to rely on skilled service for that purpose. Automatic heating systems customarily provide for free servicing for a fixed period of time in a new house; later, most homeowners find that such servicing can be arranged on an annual and normal fee basis with a reliable contractor who specializes in that work, or through the fuel company from whom the fuel supply is purchased. Such service will also remind you of the annual cleaning of the furnace flues and chimney that is desirable.

#### Roofing

The roof on your house should last for many years.

*Continued on page 26*

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# ONTARIO



## Association of Real Estate Boards

### EXECUTIVE COMMITTEE

Dick Whitney, President, Kitchener

F. N. McFarlane, Vice-President, Ottawa

Regional Directors: Wilf Webb, London; Phil Seagrove, Hamilton; W. J. Nix, Toronto; Bernie Kelly, North Bay; P. H. McKeown, Ottawa.

Secretary-Treasurer: H. W. Follows.

### CORNWALL

About 200 realtors and guests from eastern Ontario converged on a 35-mile stretch of the St. Lawrence Seaway area on June 27, where they were hosts of the Cornwall Real Estate Board. Largest single group of 165 people came from Ottawa, led by Ottawa Board President Hubert McKeown and Mrs. McKeown.

The various bus loads joined each other at Iroquois to form a six-bus cavalcade which travelled along the shores of the river on No. 2 highway, soon to be under water.

In charge of guiding the tour was a representative of Ontario Hydro. New and old Iroquois were visited, a house was seen being picked up and moved, and the control dam was viewed from a vantage point high above the river.

How would you go about appraising a 20-year-old apple tree soon to be felled—or a field of wheat that has produced for over 100 years—or a 50-year-old stone house? These were questions the group asked themselves as they travelled along the route of the Seaway.

After the Long Sault Rapids, the main point of interest was a Hydro power dam being built near Cornwall. The buses traveled over the towering coffer dam from the mainland to Barnhart Island, where the passengers looked down on the sprawling operations taking place below.

Allan McDougall of Cornwall was in charge of all liaison, and arranged the smorgasbord which followed at the Northway Hotel in Cornwall.



The big house mover is just setting down on the next Iroquois home to be moved. In the foreground are Hugh McKeown, Norm McFarlane, Alan Kelly, Jack Pewtress and Colin Ross.

Dominic Batista, Cornwall president, 10 of his members and their wives were hosts to the out-of-town visitors.

### 1957 O.A.R.E.B. CONVENTION



Roy Wymark

Dates for 1957 Ontario convention have been set at March 9-11. The meet will take place in Ottawa, and Roy Wymark, director of the Ottawa Real Estate Board, has been named convention chairman.

### PETERBOROUGH

The Peterborough Board is offering a \$500 bursary to grade 13 students of

the city and county desiring to go to University. Preference is to be given to students enrolling in commerce and finance or business administration, but it will not be limited to those, announced W. Ross Thompson, chairman of the Board's bursary committee. "The bursary is for a student who has a good scholastic standing and deserves financial help", he said. "However, the award may be divided between two or more students at the discretion of the committee."

The bursary was accepted with thanks by the Board of Education of Peterborough. "It is certainly a very nice gesture on the part of the Peterborough Real Estate Board," said education board chairman Mrs. Anne Rowell.

### BRANTFORD

Ray Bosley, a vice-president of the Toronto Board, was guest speaker at a meeting of the Brantford Realtors' Association on June 6. Pat Harvey introduced the speaker. Ross Hobbs was presented with the leading co-op salesman plaque at the same meeting.

### SARNIA

The annual Ladies' Night meeting of the Sarnia Real Estate Board was

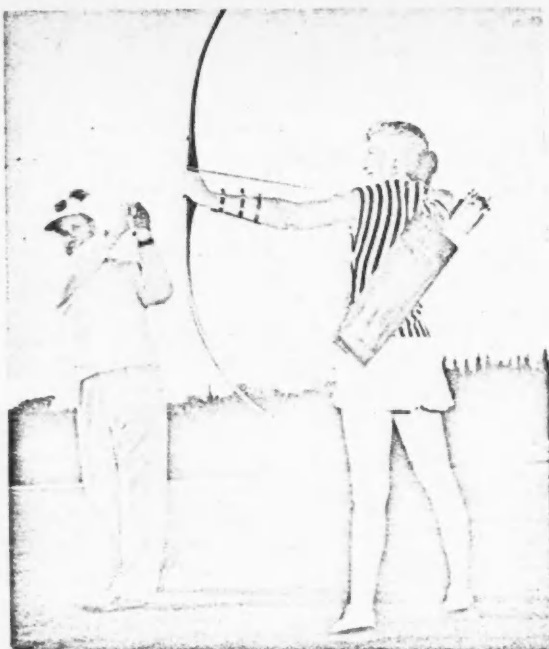
held June 12. Barney Clarkson, president of the Sarnia Board, was host at the meeting when guests included Bill Follows, executive secretary of C.A.R.E.B., Mr. and Mrs. Dick Whitney, and Mr. and Mrs. Wilf Webb.

## BARRIE

Members of the Orillia Board were guests on June 6 of the Barrie Board at their monthly dinner meeting. Orillia members present included George Marshall, president, Borge Jarnel, vice-president, Don Campbell, secretary-treasurer, Glenn Swallow, director, Jack Whitney, Norman Holmes, Leo Cassidy, Frank Rowan, Len Frost, Harold Overend, Ted Browes and Ross Curtis. Special guests were Dick Whitney, president, and Wreford Nix, regional director of the Ontario Association.



Murray Bosley and Mrs. Madge Michele show techniques used in golf and archery at the T.R.E.B. annual golf tournament.



At the North Peel, Dufferin and Halton Board's annual dinner, guests were Mrs. Harold Tanton, Mrs. Dick Whitney, and Mrs. Harold S. Hare. Back are Mr. Hare, Mr. Tanton, Mr. Whitney and Bill Follows.

## NORTH PEEL-DUFFERIN-HALTON

This Board's annual dinner was held late in May, guests including Mr. and Mrs. Harold Tanton (Mr. Tanton is registrar of the Real Estate and Brokers' Act), Mr. and Mrs. Dick Whitney of Kitchener, Mr. and Mrs. Bill Follows, Mr. and Mrs. John Roberts (South Peel Board), and Mr. and Mrs. Paul Starr (vice-president of the host Board). Mr. and Mrs. Harold S. Hare were hosts at the dinner, Mr. Hare being president of the NPD&H Board; Peter Beck was chairman.

## GALT-PRESTON-HESPELER

The regular dinner meeting of the Galt-Preston-Hespeler Board was held June 12. Attendance was 95, including 62 guests from Guelph, Brantford and Kitchener-Waterloo Boards.

Ontario President Dick Whitney presented greetings from the O.A.R.-E.B., and Phil Seagrove was guest speaker, his topic being Co-op. It was felt by the meeting that his presentation of the subject would be most beneficial to real estate selling methods employed by realtors in the territory.

"Co-operative listing is the very foundation of the real estate business and the answer to professionalizing it", said Mr. Seagrove. Co-op has done more for real estate than any other factor in decades, he continued. He warned about making it a dumping ground, and emphasized the importance of ethics in real estate practice.

Larry Brundage, newly-elected president of the Galt-Hespeler Board, presided at the meeting. Other head table guests included Pat Harvey, regional vice-president of the C.A.R.-E.B., Marshal Revel, president of the Guelph Board, Wes Calendar, president of the Kitchener-Waterloo Board, Cecil Johnson, president of the Brantford Board, Jack Frazer and Merv Himes, both of the Galt Board, and Mrs. E. Pulling, secretary of the Galt Board.

## TORONTO

Real Estate Appraisal Course Number 1 will be held this fall in Toronto by the American Institute of Real Estate Appraisers, in conjunction with the Toronto Real Estate Board. Theme of the course is study of the fundamental theories and prin-

ciples of appraising urban and rural properties, illustrated by demonstration case studies.

Dean and lecturer is David L. Montonna, M.A.I., S.R.A., noted lecturer and author. Mr. Montonna has lectured on case study courses of A.I.R.E.A. in all parts of the U.S. since 1935, including M.I.T., Harvard, Northwestern University, U.S.C., Tulane and other universities. One other lecturer, an M.A.I., will be appointed.

The course lasts two weeks and the fee is \$75. Reservations should be made now with the Toronto Board, including a deposit of \$25 which will be credited toward the cost of the course.

## Golf Tournament

Bill Thomson, with a par 72, was the star at Toronto Board's annual golf tourney held June 8 at the Scarborough course, and won the T.R.E.B.'s Silver Trophy. Mr. Thomson figures golf and real estate go together. In explaining his fabulous score, he admitted "I've been able to keep up my game by playing with prospective customers. In fact, I've sold over half a million dollars worth of insurance on the golf course and now I'm trying to match that in real estate." Mr. Thomson is with V. J. Lauesen Realty.

Bob Sandow of Ring Real Estate, with a 75, won the second low gross prize and the A. E. LePage Challenge Trophy, and Tuffy Zidner scored 76. Low net winner and recipient of the Gold T.R.E.B. Trophy was Sid Kaye,



manager of H. W. Dobson, whose 71 beat out Jack Pratt at 74 and Pat McGrath at 75.

One of the highlights of the tournament was the contest between golfers and archers. Golfers Murray Bosley and Tom Phalen matched shots with Mrs. Madge Michele and her son Dick. The archers won by four strokes on the 18 holes.

### Newspaper Story

A five-column story in the Toronto Star on June 16 cited the Toronto Board offices as the busiest real estate

clearing house in the world. No other real estate board on the continent conducts the volume of photo co-op business done at Toronto office, and no other board operates a daily listing service for its members.

The story went on to outline the mechanics of photo co-op operation, and contained remarks made by Board President Cliff Rogers on the effectiveness of the system. Occasion of the story was the issuing of Realtor Pledge documents to member boards, as illustrated in last month's issue of The Canadian Realtor.

bership will take effect January 1, 1957.

New executive elected for the coming year include H. D. Link, Saskatoon, president, Ed Bennett, Regina, first vice-president, and William D. Taylor, North Battleford, second vice-president. Directors are C. G. Langrill, Yorkton, William Johnston, Swift Current, Mrs. Fern Pavelick, Prince Albert, Gordon A. Medhurst, Wilkie, Mrs. Helen McDonald, Regina and R. P. Klombies, Saskatoon. Mrs. Pavelick is believed to be the only woman realtor in Saskatchewan.

Don Koyl, Saskatoon, regional vice-president to C.A.R.E.B. for Saskatchewan, made the keynote address, and urged provincial members to build a strong board for the moral service it would render to the public, and to aim at professional status for the realtor. (See full address on page 14.)

J. S. Stevenson, first vice-president of the C.A.R.E.B., addressed the Association and pointed out that "you cannot obtain professionalization on a local or even a regional scale. Professionalization can be obtained only on a national level." Mr. Stevenson is past president of both the Winnipeg and Manitoba Boards.

An open panel discussion on "The Problems of Operating a Real Estate Office" was held by L. J. Beaudry, Superintendent of Insurance for the province, J. S. Stevenson, Ed Bennett, Regina, C. G. Langrill, and A. E. Martin, Moose Jaw. Three round table discussions were held on co-op selling, farm sales and residential sales.

At a meeting of the new executive following the convention, it was resolved that an all-out effort should be made for Saskatchewan realtors to raise their standards to professional status, to operate under the approved schedule of commissions and the code of ethics endorsed by the convention. The second goal for the coming year is working toward the establishment of a province-wide co-op listing system.

## COAST TO COAST



Quarter-century members were honored at a testimonial dinner in Montreal recently. Left to right, front, are: Harold Mills, Edgar N. Howell, George W. Elliott and J. P. Copland. Back, Paul Dansereau, Chester M. Martin, R. L. Dunsmore, president of the Montreal Board of Trade, A. C. Simpson, E. L. Gauthier and J. R. Lemire, president of the Montreal Real Estate Board. Not present were Ernest Pitt and M. J. McCrory.

### MONTREAL

A group of Montreal Board members held a testimonial dinner at the Mount Stephen Club on June 6 in honor of members with over 25 years of membership. The 10 realtors thus honored were presented with illuminated scrolls testifying to their consistent and co-operative participation in Board activities over more than a quarter century.

A committee comprised of J.O. McArthur, C. J. Smith, B. W. Newsam, J. R. Lemire and C. G. Paré organized the event.

They included Harold Mills, Westmount Realities Co., Edgar N. Howell, A. W. D. Howell & Sons, George W. Elliott, J. P. Copland, Paul Dansereau, Chester M. Martin, A. C. Simpson, The Cradock Simpson Co., E. L. Gauthier, Masse & Gauthier Inc., Ernest Pitt, Ernest Pitt & Co. Inc., and M. J. McCrory, M. J. McCrory & Co.

### MANITOBA ASSOCIATION

Another milestone in the history of co-op in Canada was reached June 6

when, at a special meeting of the Manitoba Real Estate Association in Portage la Prairie, the second provincial Multiple Listing Service came into being. The meeting was attended by 20 members from the rural points, and the tremendous enthusiasm shown by them augurs well for the future of co-op in Manitoba. The service was to be put in operation as soon as possible.

### WINNIPEG

The Winnipeg Board has instituted an examination as part of its requirements for membership.

Ideal weather and a good turnout marked the annual spring golf tournament held May 24 in Winnipeg.

### SASKATCHEWAN ASSOCIATION

The Saskatchewan Real Estate Association will join the Canadian Association of Real Estate Boards, it was unanimously resolved at the Association's annual convention held in Saskatoon June 15 and 16. Mem-

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# ALBERTA

## ALBERTA ALBUM

A thumbnail sketch of your fellow Realtors in Alberta so you'll know who's who.



G. Howard Dick,  
Lethbridge, Alberta.

Howard was born at Rat Portage (now Kenora), Ontario, in 1884 and came to Calgary with his family two years later. He grew up on the family farm in the Springbank district 12 miles west of Calgary, and lived there until he was 20.

School ran the year round in those days, and Howard received his education during the summer in the old log schoolhouse at Springbank and in winter at the Central School in Calgary.

His introduction to real estate came immediately after completion of high school in 1904, when he went into business with his brother A. A. Dick. Their first office was on 8th Avenue between Centre and 1st Streets, and a horse and buggy carried them around the countryside showing property to prospective buyers.

The firm's first development project was the building of two houses on the North Hill, and these are still standing. The next major venture was the subdividing of what was then called Capital Hill.

In 1908 Howard and a second brother, Will, opened an office at Saskatoon while the initial office in Calgary

## Real Estate Association

was maintained by A. A. In Saskatoon the company was involved in the subdividing of Mayfair District, now one of the better residential districts of the city.

A year later the Dick brothers sold out and moved their operations to Vancouver where they remained for two years. While there they subdivided a large area at historic Langley Prairie, then only a small hamlet. Howard married Irene Neville in 1910 at Vancouver and then returned to Calgary, leaving Will to carry on at the coast. On his return he went into the building business on his own, continuing till 1914. He then joined the land sales department of the C.P.R., with whom he remained until 1930, when he was transferred to the immigration department with headquarters at St. Paul, Minnesota. Until his return once more to Calgary in 1933, when immigration was at a virtual standstill due to the depression, Howard was instrumental in bringing large numbers of new settlers from the west central State to southern Alberta.

In 1933 Howard joined the Canada Colonization Association, a subsidiary of the C.P.R. With branch office at Lethbridge, his duties consisted chiefly of supervising and adjusting contracts on farm for loan and trust companies, and the placing of immigrants for farm labor from overseas countries.

This work occupied Howard until he retired at the age of 66. Retirement is something of a euphemism where he is concerned, however, since at that time he joined the land sales department of the British Canadian Trust Company at Lethbridge where he is still active.

Howard feels he was most fortunate in his work with the C.P.R., since he was able to witness and participate in the remarkable growth of Canada. After the Russian Revolution in 1917 a large group of the Czar's court immigrated to Canada, and he was instrumental in settling them on farms in the Home Glen district, 25 miles

## EXECUTIVE COMMITTEE

Aubrey M. Edwards, President, Calgary  
J. N. Winterburn, vice-president, Edmonton  
Directors: E. Jackson, Calgary; E. Sanders, Calgary; H. Milstad, Edmonton; R. Grierson, Edmonton; J. Rushfeldt, Delburne; L. Coward, Lethbridge; E. A. Wiseman, Red Deer.

west of Ponoka. He recalls that a number of these people came out in all their finery, and looked anything but potential farmers. There were a number of the peasant class in the group, and some of these are still on the land in that district.

Howard still takes a keen interest in real estate. His vast knowledge of land settlement work, coupled with his early experiences in real estate, is now invaluable to both his employers and clients. His reputation as a straight shooter is a credit to his profession as a realtor.

Those who know Howard not only cherish his friendship but also are much aware of his complete fairness in all his business relations. He has all their best wishes for many more years of fruitful and happy activity.

## ALBERTA ASSOCIATION

Some months ago the Alberta government increased the registration fees at the Lands Titles Office, and organized real estate in the province set up a committee to study the effect of such increases.

It was decided to protest the matter to the government. The Alberta Real Estate Association forwarded copies of correspondence with Premier E. C. Manning to the various Chambers of Commerce in Alberta and the Provincial Law Society. The Association pointed out that the increase in tariff imposed a real and substantial hardship on the purchasers of lower-priced property.

As a result of this action by the Association and other interested groups, the government reconsidered the whole question and has announced that substantial reductions were being adopted to take effect July 1, 1956.

This is an instance where organized real estate performed a genuine service in the interests of the public at large.

## CALGARY

At the regular June meeting of the Calgary Board, guest speaker was

Arnold Schwab of the Electric Service League of Alberta. His topic was the necessity of adequate wiring in the modern home, and his talk was illustrated with a color film.

W. Frank Johns, executive secretary of the Calgary Board, addressed a dinner meeting of the Calgary Housebuilders' Association on July 5. He spoke on "Realtor and Builder Co-operation" and stressed the necessity of greater mutual appreciation and co-operation.

## LETHBRIDGE

The Lethbridge Board officially announced the start of a Co-operative Listing Bureau on June 26. This is the 34th co-op bureau in Canada and the third in Alberta.

Copies of the booklet containing the constitution, by-laws, commission schedule and code of ethics of the recently reorganized Calgary Co-op are now being sent to all members of the Calgary Board.

**Koyl**

*Continued from page 14*

pledge yourself to a most rigid code of ethics, but in return you have at your finger tips the knowledge of half a century of the key people in the business to save you from gaining this experience by trial and error. This word realtor is the copyrighted property of NAREB in the U.S., and has been assigned in Canada for the exclusive use of the members of the Canadian Association; it is subject to their rules and regulations and standards of conduct.

The public has become interested in this magic word. It is a trade name for their protection. It denotes competence and they pay no more to use the superior equipment of the realtor.

You have an opportunity to take the lead in developing an ethical real estate practice in this province. It must be done enthusiastically as individuals working collectively. It certainly demands deeds, not words. The responsibility is here. If we don't make the best of it the price we pay may be greater than we realize. If you don't create a strong Saskatchewan Association we will be like the Kentucky mule with no pride in our ancestry and no hope for our progeny.

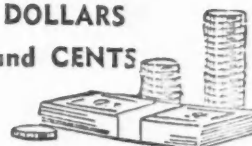
Don't forget that no one can ever corner a personal service business.

It is no coincidence that the successful and substantial brokers across the country and in the U.S.A. are realtors. We here in Saskatchewan have been ignoring one of our greatest assets. When working in free competition and co-operation finding that they can offer a professional instead of an amateur's job of work. Today's real estate executive must be many things. He must be a merchandiser, an analyst, a student of his community, its people, their housing, their business needs and their financial ability. He must be a counselor because he is dealing in the country's greatest asset—the land. He must be a person of sound judgement, capable of giving sound advice.

Any business, to be respected by others, must first be respected by its own members. Real estate as a business will only be improved by realtors, and the public never demands that real estate practice should occupy a more elevated status than that set by the realtors themselves. You can coast along and scratch the surface of this great field of real estate, but as westerners you will understand what I mean when I say that if you put your furrow deep you can't help but reap an abundant harvest.

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## 'Shakedown Cruise'

Continued from page 20

With every roof it is important that the downspouts be kept clear and unobstructed by tree limbs, leaves, balls and toys. Any obstruction will stop the downspout from functioning, flooding the roof. Care should be exercised when anyone is walking on the roof so as not to do any damage. This is particularly true in the matter of placing a radio or television aerial, and a careless installation of an aerial will often be the cause of a serious roof leak.

### Grading—Plantings

As the earth around your house becomes compacted depressions will appear, particularly where there has been a trench or at the house against the foundation. These places must be kept filled with dirt so that water will not collect in them, causing dampness in the basement.

The grounds around your house must be kept graded so that the earth slopes away from the building.

If you plan to have flower beds near the house, do not disturb the earth next to the foundation. Stay away several feet so that you do not loosen the earth around the foundation walls, which can result in basement dampness. In all cases, avoid the creation of water traps or low spots which will provide an opportunity for water to seep down along the cellar wall, instead of flowing off with the surface drainage.

### Be Tolerant of Flaws

Chances are your building contractor is a reliable man—he wants to be proud of your home as much as you do—he wants to be able to say as he passes the house 10 years from now, "Look, I built it! Isn't it a fine house?" So give him a break; be tolerant; expect to find a few flaws here and there while your house is on its shakedown cruise; and enjoy living there!

## Progress Report on 'Canada's Rockefeller Centre' in Montreal

The giant Central Station Development in Montreal—to be Canada's Rockefeller Centre—a drawing board dream for some 22 years, is taking on the shape of reality. Work on parts of the project has begun.

Officials of Webb & Knapp Inc., New York, and CNR have in recent weeks begun consultation over its building. The U.S. company is expected to lease the area from the railway and take over construction.

### Second Phase Possible

Present thinking is along the lines of a 24-acre development costing some \$125 millions. A second phase is rumored that would extend the area north to the McGill University campus.

So far, things have not been publicly carried beyond construction work on two buildings; scores of modernistic models and drawings show what Montreal may expect.

But already one significant fact has emerged. This giant project, planners feel, will stress Montreal as a world city. This means a reversal of the trend toward decentralization. Instead of spreading out office buildings from the centre, now it is expected downtown will take on a whole new lease of life.

If the plans bear fruit they will mean a swing around in real estate values. An example is Dorchester Street which cuts the centre of the

area. Property on it has jumped in five years from \$10 a square foot to today's nearly \$50.

The new Montreal, if all this comes off, will have a city centre of less than one square mile but, like the famous City of London—not much bigger—it will be the centre of commerce.

If the first office buildings prove successful then it is understood Webb & Knapp will consider taking over all the CNR property, which extends north to McGill, and extending the plaza.

If all these things happen, observers expect land values to drop a little on such streets as St. Catherine along the parts that are distant from the plaza. But all these must remain plans and rumors until the discussions are finished.

Here is the picture of construction actually in progress:

Construction of the \$20 million Queen Elizabeth Hotel is part of the Central Station Development project. The present station, opened in 1943, and the adjacent International Aviation Building, all fit into the plan.

### Office Building to Come

A later project will be a 28-storey office building between the hotel and the aviation building. Private capital is expected to be attracted to develop the area on the north side of Dorchester Street.

Meanwhile, work is progressing on schedule with a general contract for the Canadian National Railway's new Queen Elizabeth Hotel. The contract was awarded at the end of December last year to the Pigott Construction Co.

General contract is scheduled to be finished in January 1958. This would allow the hotel to be opened for occupancy early in the year. Although the occupancy date is still indefinite, tentative reservations for conventions from 1958 on are already being received.

Railway officials say that in catering for large conventions the Queen Elizabeth Hotel will exceed all others in Canada. It will have more than 1,200 guest rooms alone, its public rooms will be capable of accommodating 2,500 at banquets and 4,000 at meetings.

### Convention Centre

Opening of the hotel is seen as making Montreal one of the finest and most important convention centres in North America. Many large public gatherings previously held outside Canada due to inadequate hotel space will now be centred in Montreal. The increased guest accommodation alone will boost the number of travelers and tourists to the city and province.

The hotel will be distinctly Canadian in feeling, expressed in its decorations and furnishings. Special emphasis on decor distinctive of the city of Montreal and the province of Quebec will be embodied.

—The Financial Post

[Ed. Note: The 1958 C.A.R.E.B. Conference is scheduled to be held in the new Queen Elizabeth Hotel.]



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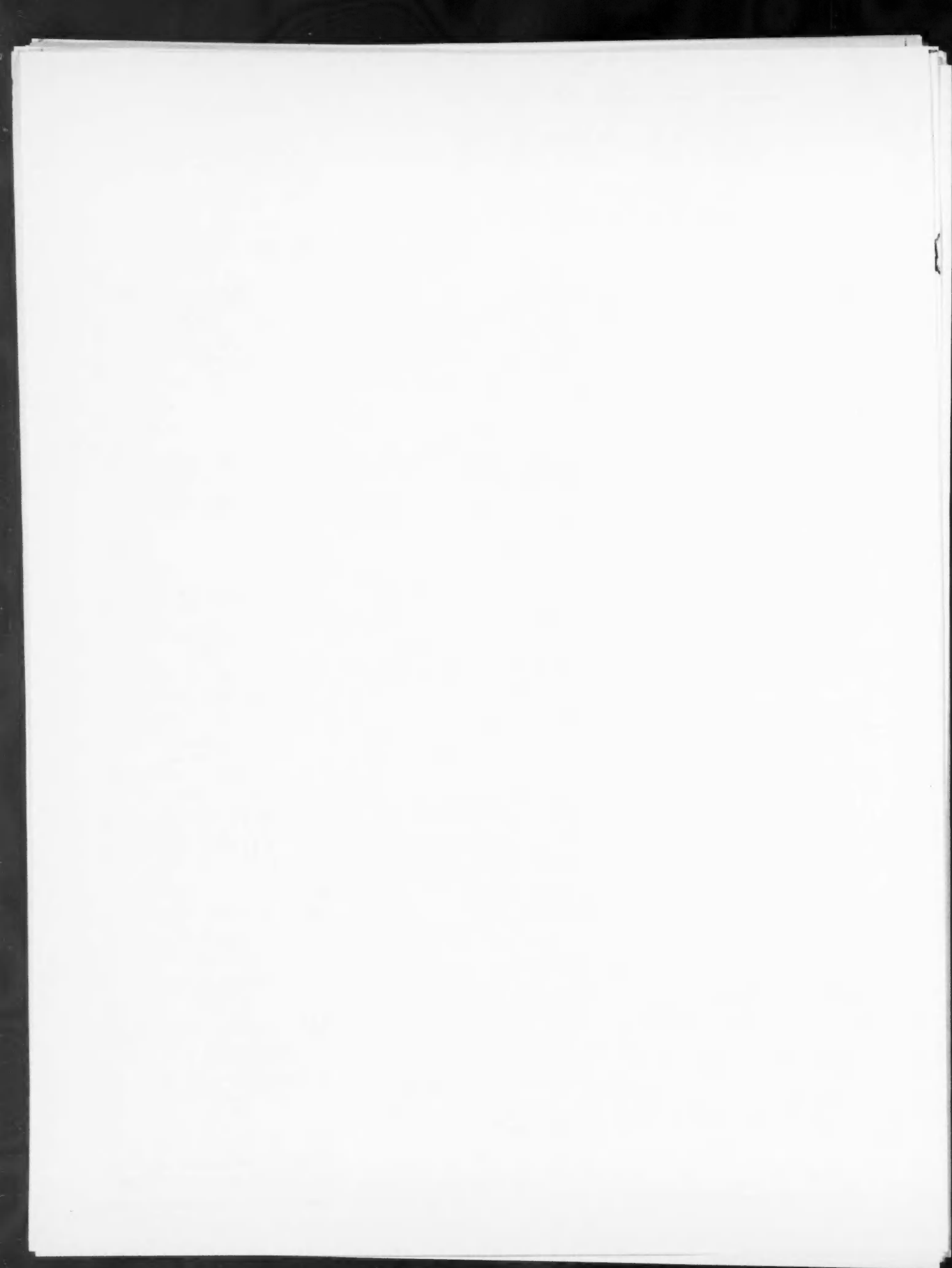
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